

# Utility Company Leverages Omni-Channel Communications to Drive Customer Engagement



## SOLUTIONS DESIGNED TO SUPPORT BOTH CUSTOMER PREFERENCES AND ORGANIZATIONAL GOALS

Broadridge partnered with a large east coast utility to support their 53.6 million annual print and digital essential communications, such as bills, letters and regulatory notices. By taking a holistic approach, our omni-channel solutions provided the utility with an efficient way to manage and optimize their print communications while supporting their digital transformation.

- As North America's largest essential communications company, Broadridge has a proven track record:
- 5 billion communications delivered annually to 13 channels: print, email, text and 10 emerging digital channels
- First-of-its-kind platform with a network of 5,000 companies built to drive digital adoption and customer engagement
- #1 transactional printer with innovative postal consolidation, commingling and regionalization solutions
- Over \$1B invested over the last decade to develop innovative technological solutions that advance omni-channel customer communications
- More than 40 patents for technology innovations issued by U.S. Patent and Trademark Office

While our print capabilities were what originally attracted the utility to Broadridge, they quickly discovered that Broadridge could help them accelerate their digital capabilities. We collaborated with a cross-discipline team, including Utility Operations, Digital Experience and Marketing, and created a holistic omni-channel customer communications strategy that meets their short-term needs and long-term objectives.

## SOLUTIONS PROVEN TO DRIVE BUSINESS RESULTS

With one connection, the utility is able to support the digital-print spectrum with Broadridge solutions, including:

- Print and postal optimization solutions
- Digital solutions, including distribution to traditional and emerging channels (i.e., push/pull notifications, secure PDF); web presentment; archival and retrieval
- Electronic payments (Broadridge connects to payment channels, like Jack Henry, Fiserv and eventually FIS while also supporting the utility's existing payment solutions.)
- Consent, customer preference and identity management
- Disaster recovery and security tools

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**As a result of our solutions and their approach of converting auto-pay customers to paperless, the utility experienced a 24% increase in digital adoption.**

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Once the data file is sent to the Broadridge Communications Cloud<sup>SM</sup>, the utility's essential communications can be delivered to print and a variety of digital channels, including the utility's website, traditional email and presentment and new digital channels, such as Amazon Drive, Dropbox, Evernote and Google Drive.

## FOR ADDITIONAL INFORMATION, PLEASE CONTACT US AT

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Our channel-agnostic approach enabled the utility to support the customer experience, drive engagement and increase digital adoption. In fact, as a result of our solutions and their approach of converting auto-pay customers to paperless, the utility experienced a 24% increase in digital adoption.

#### READY FOR THE FUTURE

Broadridge continues to work with the utility company to extend their digital capabilities and offer customers convenient ways to take action, including paying their bills or monitoring energy usage and rates. The next digital transformation phase will go beyond the utility's website and apps and enable them to reach consumers in new digital channels. Now that they are connected to the Communications Cloud, they gain immediate access to new digital channels as they emerge.

not yet digital with the utility. Through our proprietary matching algorithms, consumers can easily discover brands that currently send them print communications and prompt those consumers to go paperless with an easy, frictionless sign-up option. These capabilities are made possible by applying data, analytics and preference management across our network of 80%+ of North American households. This scale delivers results that are impossible for any one company to achieve on their own.

As technology changes and customer expectations rise, the utility is well positioned to continue to drive cost savings and efficiencies, meet regulatory requirements, grow digital adoption and increase customer engagement with Broadridge communication solutions.

### Build brand loyalty, engage customers with targeted messaging, reduce call center volume and accelerate the meter-to-cash cycle with omni-channel customer communication solutions.

The Broadridge network continues to provide the utility with a means of growing digital adoption. Broadridge can identify consumers, as well as their digital communication behaviors and trends, that may be digital today with other brands but are

Broadridge, a global fintech leader with over \$9 billion\* in market capitalization, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth. \*As of November 2017

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